

## **Historic, Archive Document**

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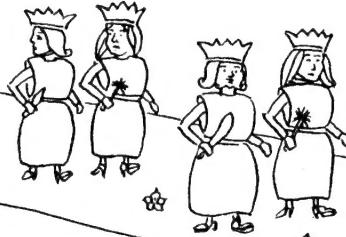
cable address FLOWHAWA

The Regal Line 

FLOWERS OF HAWAII

Ltd

2016 WILSHIRE BOULEVARD • LOS ANGELES 5 • CALIFORNIA • DU 8-5106

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U. S. Department of Agriculture

*(Aloha! Mr. Advertising Agent:*

Planning a promotion for a client? Want a novel way to launch a new client in business? Got one of those anniversary sales or birthdays coming up that needs something "different" this year? Or perhaps, you want to launch a new campaign and can't think of anything really "hot" to get it started with?

Well, here's your answer . . . and we're sure your plans board will agree! In this brochure you will see the most talked about . . . most successful promotional item in America today! It's the Princess Aloha Orchid, royal member of a royal family of exotic flowers, flown direct from Hawaii by FLOWERS OF HAWAII, LTD. The only company of its kind in the world.

Experience has demonstrated that orchids will bring more people running than anything tried before. Why? Because an orchid is the flower of romance . . . with a truly magic appeal to everyone's emotions.

Surveys show that three-fourths of the women in the United States have never had an orchid, and you can take advantage of this appeal at a price so reasonable as to be almost unbelievable.

Read the enchanting story of Princess Aloha, second to none in beauty and durability . . . delightfully dainty in size . . . fully mature and long-lasting. Consider its possibilities for you. Write for details on a complete promotional package that we will gladly furnish to make your orchid promotion an outstanding success.

**This is important: our address has changed. We have moved from 417 East Eighth Street to 2016 Wilshire Boulevard, Los Angeles. Please correct your records.**

FLOWERS OF HAWAII LTD.

*Edwin B. Kauner*

GENERAL OFFICES: P. O. 1145 • HILO, T. H. • CABLE ADDRESS "FLOWHILo"

Flowers for Sales Promotions • Tropical Flowers & Foliages • Princess Aloha Orchids • Display Designers • Fernwood Products • World's largest growers of Anthuriums



**IMPORTANT!**  
-FOR YOUR RECORDS  
**FLOWERS OF HAWAII**  
HAS MOVED  
FROM 417 EAST EIGHTH STREET

TO  
**2016 WILSHIRE BLVD.**  
LOS ANGELES 5, CALIF., TEL. DUNKIRK 8-5106, TELEGRAMS: WUX CDT



ACTUAL SIZE OF FLOWER

You've heard of the truly sensational success of orchids for store promotion and re-sale... but concerning the flowers and their source you may have heard misleading and inaccurate statements.

As the world's largest grower and originator-developer of "ORCHID PROMOTIONS," selling only the choicest, selected blooms to you, we're setting the record straight, once and for all.

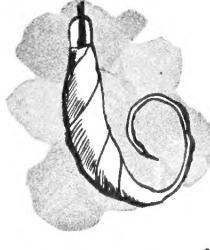
We ship **ONLY TRUE PRINCESS ALOHAS, THE ARISTOCRAT OF VANDA ORCHIDS.** This is PRINCESS ALOHA in exquisite natural

### FASHIONED FOUR WAYS TO SERVE YOUR INDIVIDUAL NEEDS

You may choose between four popular stem-stylings in a wide price range. Each is designed to protect the flower, and all contribute to its glamour... the exotic appeal that no feminine heart can resist. **Also available in 2 or 3 orchid corsages.**

#### Radiant Corsage Type Princess Aloha "Flora Dressed"

Gracefully "FLORA DRESSED" with a curl of wired stem neatly taped into a radiant corsage in delicate shades of orchid or green. Ribbon Bow available at small additional cost.



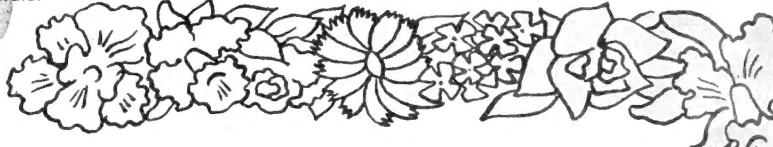
#### Glamorous Princess Aloha in Costume Jewelry Holder Foil Dressed

Gleaming metallic foil is cleverly shaped in this handsome holder, kimpak-lined, self-locking, perforated for stem and pin. In gold, silver, copper and jewel-tones of amethyst and emerald.\*



#### Alluring "Natural" Princess Aloha

Trimly practical, this styling protects the flower with a twist of moist cotton firmly capping the stem.\*



*AND NOW—*

#### PRINCESS ALOHA IN THE ENTIRELY NEW EMERALD CUT "JEWELRY" HOLDER

As airily slender as the slipper that fitted Cinderella's dainty foot is the new feather-weight version of our plastic vial pin. With a sturdy rust-proof pin fixed firmly at its back, it is self-locking to guard the flower, holds water for longer wearing without leaking, and weighs just HALF as much as the former pin, for economy in shipping and no-sag wearing. In crystal clear and jewel-tones. It is a permanent gift that will be treasured to wear again and again with other flowers.



#### PRINCESS ALOHA ORCHIDS—Price schedule by seasons

Code No.	Description—No. in Carton	Spring	Summer	Fall	Winter	Quantity
PAON	NATURAL (100's) stem wrapped in moist cotton	*	*	*	*	
PAOD	FOIL-DRESSED (100's) Costume Jewelry	.10	.09	.10	.11	
PAOF	FLORA-DRESSED (100's) stems wired & taped	.115	.105	.115	.125	
PAOV	VIAL (100's and 250's) in heart-shaped plastic vial pin	.125	.115	.125	.135	
		.16	.15	.16	.17	

\*Spring (Jan. 1—May 14); Summer (May 15—Aug. 30);

Fall (Sept. 1—Oct. 31); Winter (Nov. 1—Dec. 31).

All prices are net 10 days and are FOB West Coast. Shipping charge ranges from  $\frac{1}{2}c$  to 2c per flower depending on destination, size of order and style.



YOU BUY MORE THAN THE CHOICEST ORCHIDS WHEN YOU BUY PRINCESS ALOHAS FROM FLOWERS OF HAWAII, LTD....YOU BUY A COMPLETE MERCHANDISING PROGRAM...

Yes... Here is a complete "Package" ... a detailed breakdown of procedure... How to start... What steps to take... Whose help to solicit... the simple steps which you should follow from beginning to end... to make your Princess Aloha Promotion the most successful promotion in the history of your store... And More... We give you store display ideas... Sample Ads... Publicity Releases and Ideas... Newspaper Ads and Layouts... Mats... and Publicity Releases... Radio Spots... The Complete Tools to work with... as well as the most original idea you have ever used...

Write today for complete details of a Princess Aloha Orchid Promotion in your store... There is a Flowers of Hawaii, Ltd. representative near you who will answer all of your questions in person.

**FLOWERS OF HAWAII**

*The Regal Line*

2016 WILSHIRE BOULEVARD

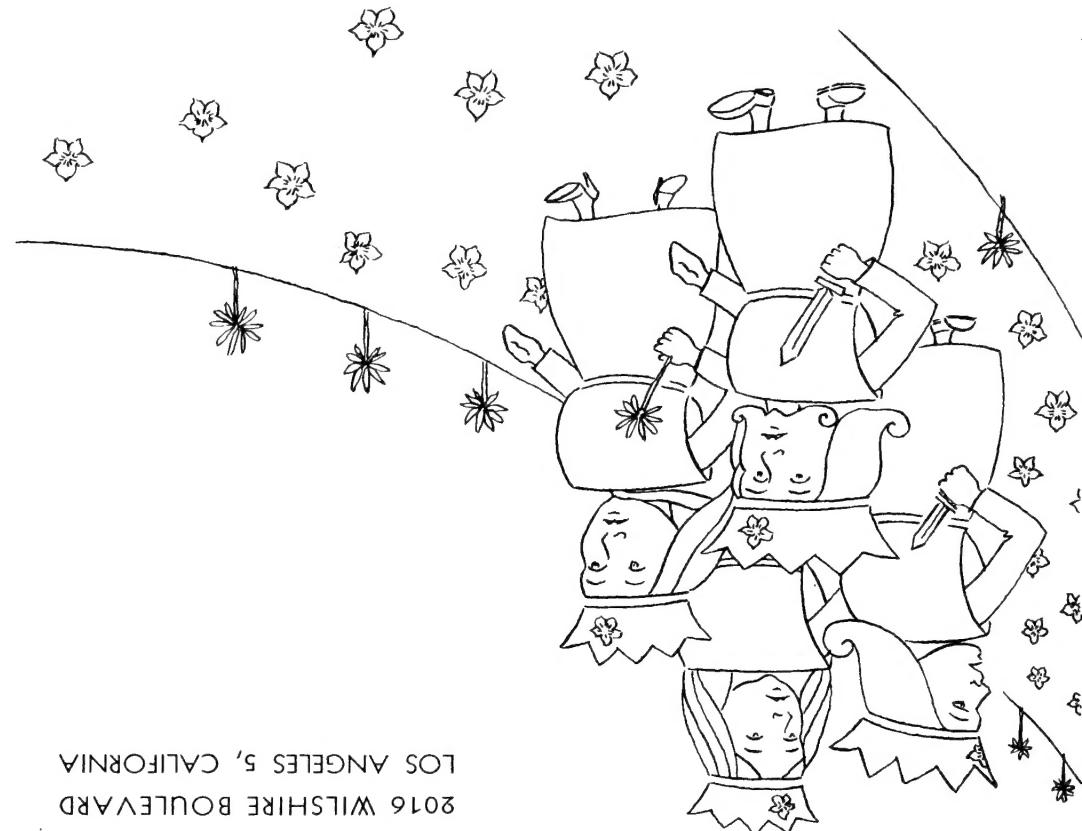
LOS ANGELES 5 • CALIFORNIA

FLOWN DIRECTLY TO YOU FROM OUR PLANTATION IN HILO, HAWAII

with a royal family

# ROYAL ROAD TO RICHES

Travel the



PERMIT NO. 15758  
LOS ANGELES, CALIF.  
PAID  
U.S. POSTAGE  
Sec. 34.66 P. L. & R.

2016 WILSHIRE BOULEVARD  
LOS ANGELES 5, CALIFORNIA  
RETURN POSTAGE GUARANTEED

